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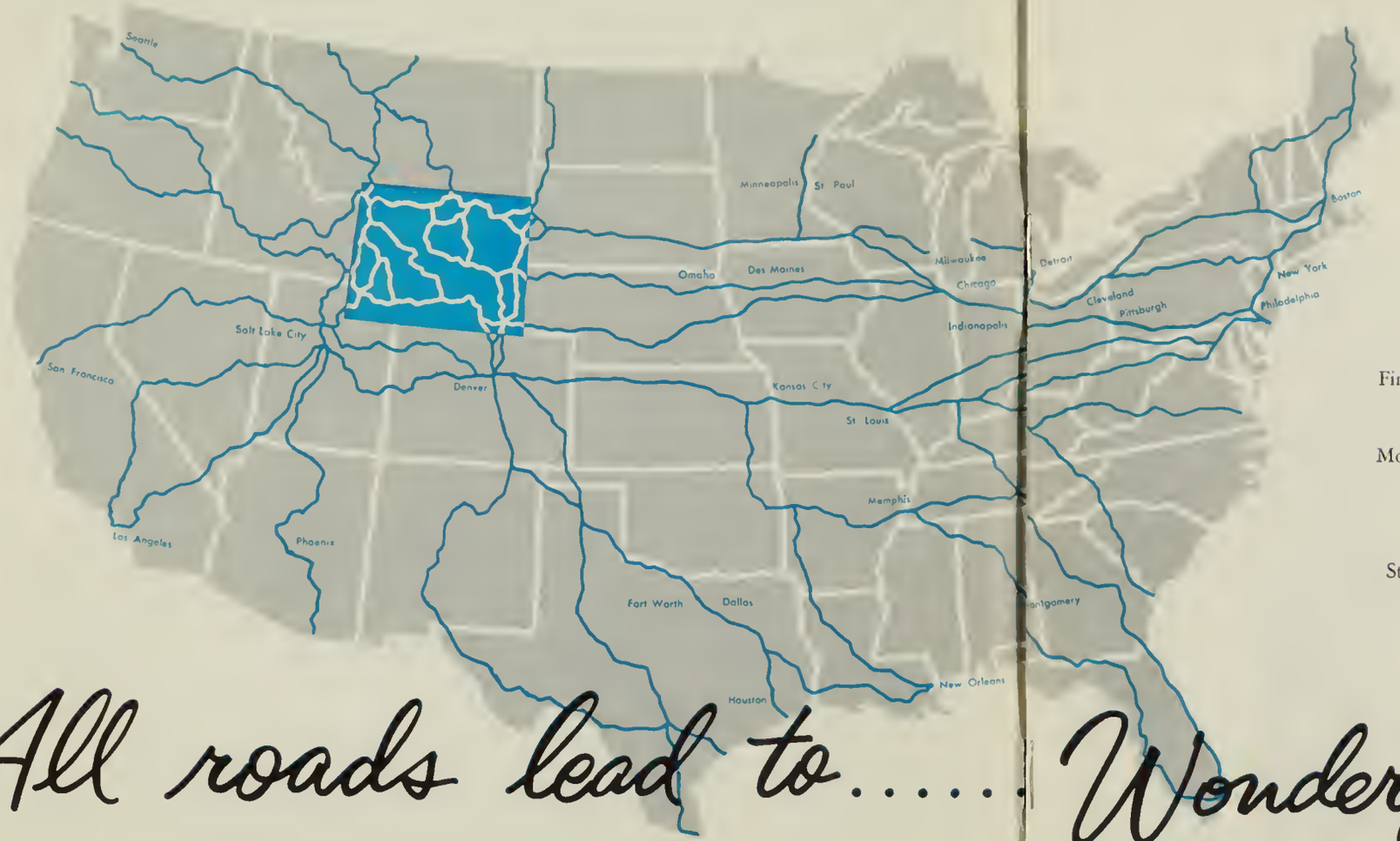


Come take a trip on a highway . . . yes, follow almost any major highway in America and you'll find it leads to wonderful, WONDERFUL WYOMING . . . the Cowboy State . . . where it's grand to live, fun to vacation!

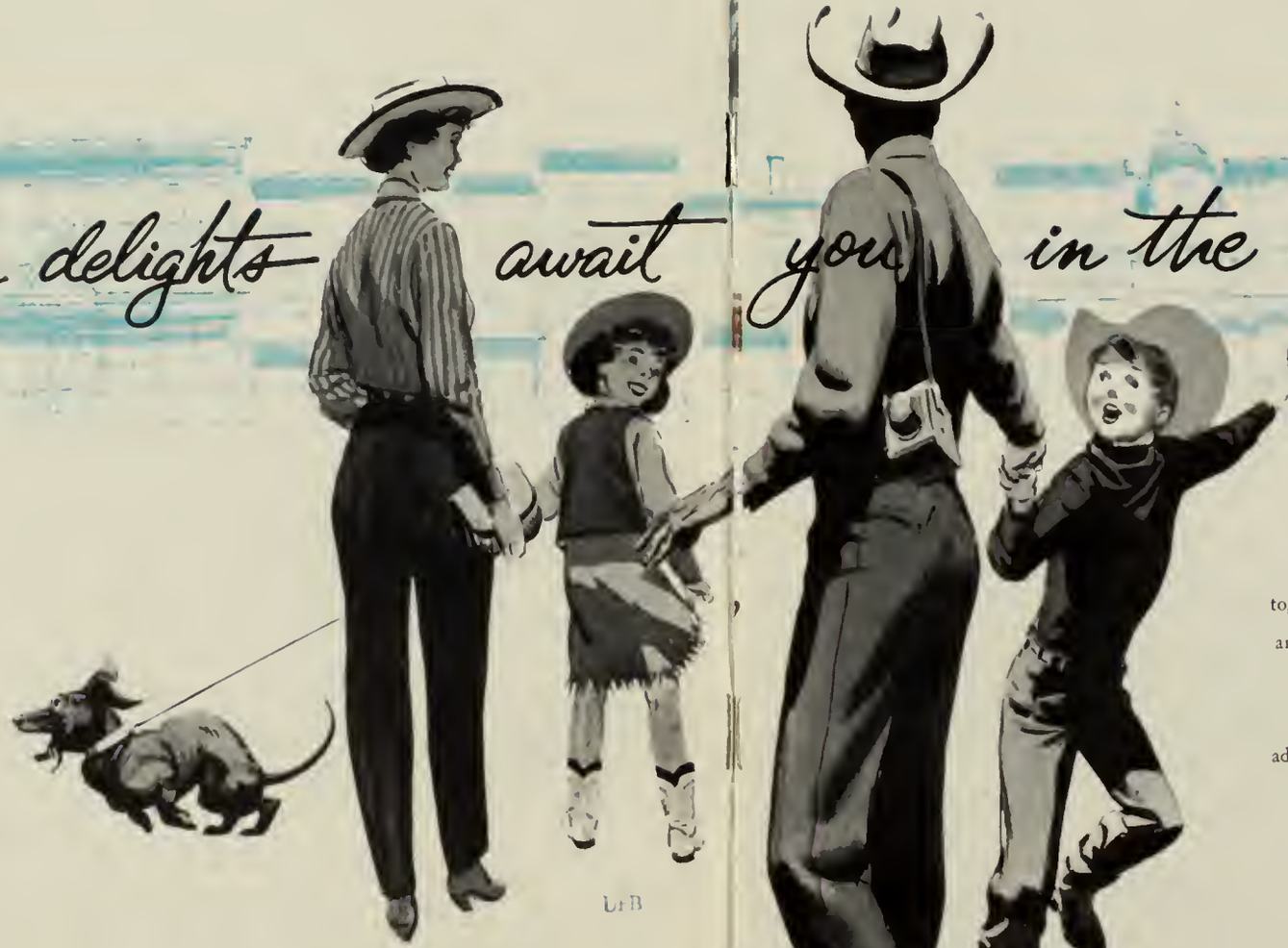
Fine roads, of course, are a vital factor in any vacation plan . . . and no state in the nation can boast finer highways than WYOMING.

More than a dozen major coast-to-coast and border-to-border highways serve Wyoming, their broad surfaces carrying millions of vacationers to the Cowboy State every year.

Start planning your own vacation to Wonderful Wyoming now. The roads are terrific . . . and the scenic wonders they'll take you through are even better!

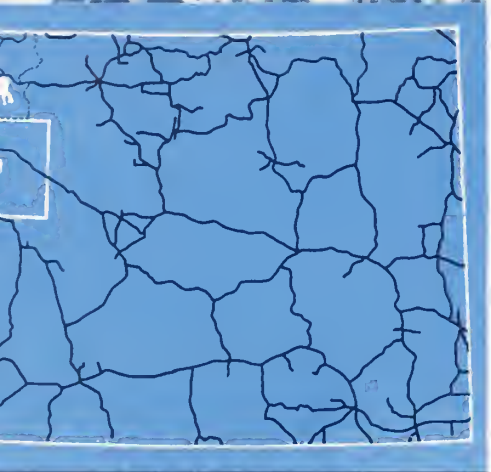
All roads lead to..... Wonderful Wyoming...

where Vacation delights await you in the cowboy state!



Name what you want in the vacation mood . . . then look to Wonderful Wyoming! Yes, the Cowboy State offers a multitude of vacation delights ranging from the fantastic sights, sounds and smells of Yellowstone National Park to sun-and-water swimming fun at places like Thermopolis and Saratoga.

You can climb mountains or loaf, go hunting or just relax, enjoy some of the world's most amazing scenery . . . yes, and even the scenery varies from massive mountain peaks to sand-dune deserts. Transportation to, within, or from Wyoming is easy over a fine network of roads . . . and you can come by plane, train, bus or car. Accommodations vary from lush to modest, and enough of either kind is available to fit all vacation budgets. Fine restaurants cater to your eating desires and you'll find, additionally, that Wyoming citizens literally invented the word "hospitality."



land of the tetons

The Grand Tetons "look like mountains ought to look" — sheer pinnacles of jagged rock, glacier-dotted, ever-changing, ever-beautiful. Surrounded by an exquisite carpet of green cashmere fields laced with every imaginable color and size of wild alpine flower, they march north and south along the western edge of Jackson's Hole for 40 breathtaking miles. Depending on when you see them, the Tetons are a deep shadowed blue, a glittering silver, a hazy mixture of green and white.

They may be clearly outlined showing their massive bases and needle-like summits nearly 14,000-feet high, or they may be partially obscured by azure haze and billowing clouds. You can approach the Teton country from three directions through Wonderful Wyoming and the entire area offers fine lodges, resorts, motels, hotels, dude ranches; excellent restaurants; superb fishing; boating; mountain climbing; and a wonderful opportunity to study and photograph nature in her Sunday best.

...and Yellowstone Park!

All roads — all Wonderful Wyoming roads, that is — lead to Yellowstone National Park — that 3,472 square mile fantasyland in the northwestern corner of the Cowboy State.

Established as America's first national park in 1872, fabulous Yellowstone boasts within its boundaries almost 3,000 (one every square mile) hot springs and geysers, including world-famed Old Faithful; breath-taking Yellowstone Falls (dropping 308 feet or twice the height of Niagara) and the Grand Canyon of the Yellowstone; ocean-like Yellowstone Lake, one of America's largest fresh-water bodies; and multitudes of big game and rare bird species living in the beautiful, natural and undisturbed surroundings of this world's greatest wild-life sanctuary.

Driving to Yellowstone Park, of course, is almost as much fun as

seeing it — and practically any Wyoming road you select, not only takes you to the Park but sends you through some of the world's most varied and beautiful scenic vistas.

Every route offers towering mountain passes, quiet mountain valleys, excellent fishing and camping sites, cattle-dotted prairies, vast ranches, scenes of famous Indian battles, historic old frontier forts, top motel and hotel accommodations.

Spectacular Old Faithful Geyser, bursting forth in steaming glory approximately every hour on the hour.

Old Faithful Lodge affords Park visitors an unexcelled view of its famous namesake as well as fine food and lodging.

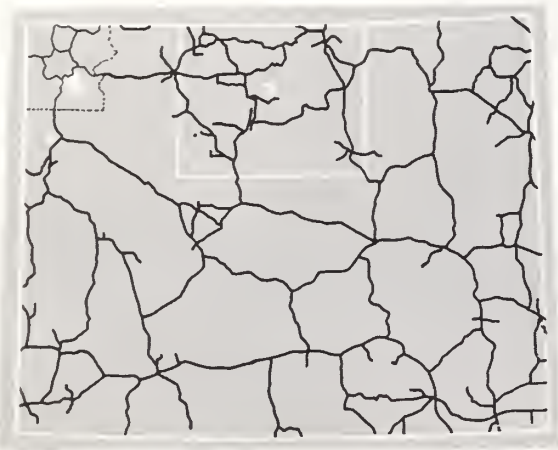
A shimmering, bubbling cauldron of boiling water and hissing steam escaping from far below the earth's surface . . . is fascinating Devil's Punch Bowl . . . one of Yellowstone's numerous thermal phenomenas.

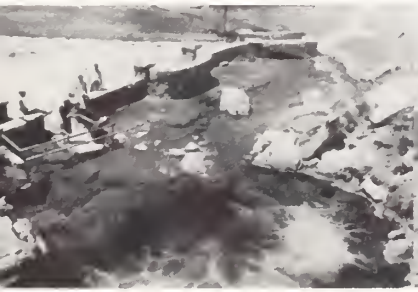
Thundering Lower Falls of the Yellowstone River from Uncle Tom's Trail. Twice the height of Niagara, they dominate beautiful, multi-colored Yellowstone Canyon.

Fantastic rock formations border the amazing Cody Road, a 53-mile fantasyland route between Cody and Yellowstone's east entrance.

Big Horn Basin, Mountains and the Powder River Country

North Central Wyoming's vacation jackpot . . . a lush valley approximately 100 miles from East to West, 125 miles from North to South, ringed by massive mountain ranges in every direction. The Basin boasts some of Wyoming's most progressive towns, some of the State's finest crops. The Big Horn Mountains, rimming the Basin on the East, South and North, offer rugged peaks, flowering meadows, top hunting and fishing. On the Eastern slope of the Big Horns lies the famous Powder River Country, site of famous old frontier forts, top accommodations in up-to-date communities. Area highlights include: Indian Medicine Wheel, dinosaur beds, world's largest hot springs, Wind River Canyon, Powder River Pass, Shell Canyon, Indian battlegrounds.



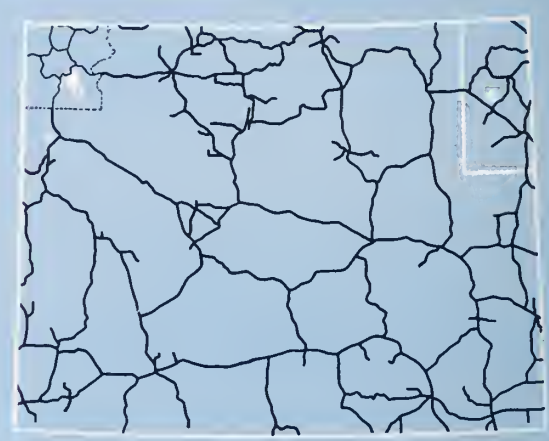


World's Largest Mineral Hot Springs at Thermopolis, where 18,600,000 gallons of steaming mineral water bubbles from the earth every 24 hrs.

Ready and rarin' for a day's fishing on Lake Solitude at the base of towering Cloud Peak in the heart of the Big Horn Mountains.

Devil's Tower and the Wyoming Black Hills

Awesome, world-famed Devil's Tower dominates Northeastern Wyoming, standing high above the rugged Wyoming Black Hills which surround it. The entire area offers out-of-the-way scenic wonders, excellent hunting and fishing, and top accommodations. The millions who have been there before heartily suggest that anyone planning a Wyoming vacation include this little-known corner of Wyoming on their agenda. Center your visit in one of the area's modern towns, then thoroughly visit Devil's Tower National Monument, explore the Belle Fourche River Valley, see Keyhole Dam, Inyankara Mountain.

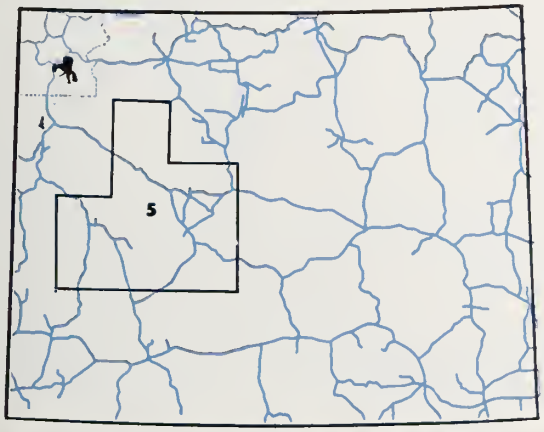


The West face of awesome Devil's Tower. It rises 1,280 feet straight up from the rolling Black Hills country surrounding it.

Mountain climbers from all over the world have always found Devil's Tower a thrilling challenge to their skills.

Wyoming Wilderness Areas

For the hearty vacationer who loves to hunt, fish and "rough it" out of doors, Wyoming's spectacular Wilderness Areas . . . Bridger, Popo Agie, Glacier, Primitive . . . are naturals. Rugged mountains, thousands of trout-filled lakes and rushing streams, majestic scenery and solitude fill this vast wonderland. Licensed guides are available to help you penetrate it. Even the less hearty can enjoy the area from excellent roads which skirt the edge of this "last frontier." Dude ranches, incidently, abound in this country. So do quiet mountain towns which offer perfect accommodations for a base of operations. This is the land Hollywood screen writers have in mind when they pen those "mountain movies." See: Wyoming's highest peak, Gannet, rising 13,785 feet; Wind River Indian Reservation; historic frontier forts; the Sinks; beautiful high mountain lakes; ghost towns (South Pass City, Atlantic City).

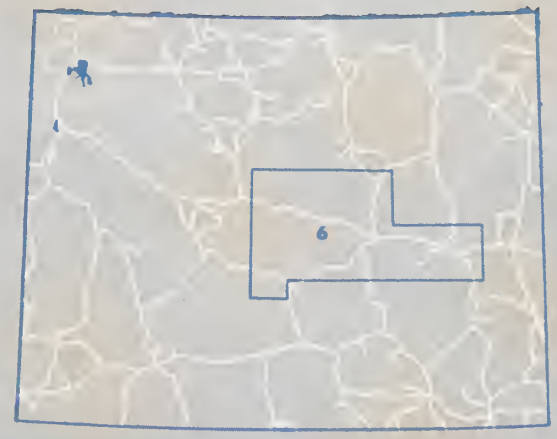


himmering Granite Lake, high in he Bridger Wilderness Country. 'rout-filled lakes like this, backed y massive mountains, dot the area.

The Sinks, in the Wind River area, where the Little Popo Agie River disappears from sight into underground caverns.

Central Wyoming Area

The "crossroads" area of Wyoming and fast becoming a destination point for Cowboy State visitors, Central Wyoming offers the State's second largest city and a panorama of fascinating scenic delights such as . . . Alcova Lake and Canyon, Independence Rock, Casper Mountain, Ayres Natural Bridge, Teapot Rock, Hell's Half Acre, old Ft. Caspar. Boating, fishing, hunting, skiing, all are excellent in the area. So are the accommodations and the roads . . . and you'll be amazed at the mingling of cattle and oil across the rolling hills.



Winter Sports are prevalent in Central Wyoming, particularly on Casper Mountain where two modern tows serve runs for beginners and experts.

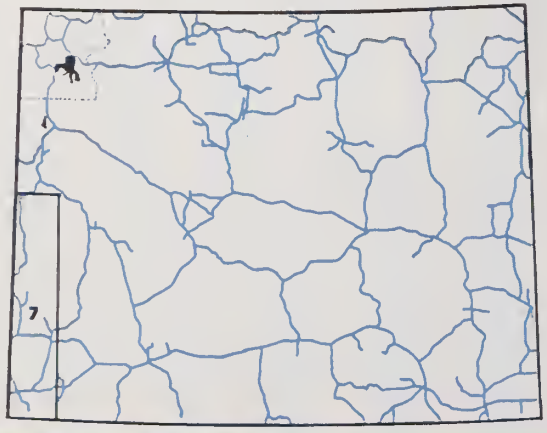
A telescopic view of downtown Casper, one of Wyoming's most modern cities. Casper Mountain, a vacationer's paradise, looms in the background.

land of fascinating Beauty!

Wyoming is truly one of the most fascinating areas in the world today. Sparsely settled, it is abundant in big game and wildlife of almost every conceivable variety, covered with rugged mountain ranges, laced with sage-covered hills, dotted with alkali-flat deserts. High mountain lakes, backed by sheer granite cliffs . . . such as Lake Marie and Medicine Bow Peak in the Snowy Range Country pictured at left . . . are prevelant in Wyoming with astonishing regularity. So are verdant acres of green timber, meadows ablaze with alpine flowers, timbered slopes suddenly giving way to gentle prairies swathed in succulent Buffalo Grass. Cities are few, distances are great and every sweeping mile changes mood and color and meaning. Dawn in Wyoming is a time when life begins anew, giving validity to each day. Sunsets are a flame of sweet color, heralding the solitude of night and giving promise of the day to follow. At mid-day, deep blue skies and billowing white clouds look down on more than 63,000,000 acres of fantastic beauty . . . and some 300,000 people dedicated to helping all the world to come and see, to come and marvel at, to come and enjoy their native land. Won't you come soon? You'll find the reward well worth the easy trip.

Different Star Valley

Most Americans have never seen Switzerland . . . but those who have liken it to Wyoming's Star Valley, a huge, beautiful mountain-ringed meadow along Wyoming's western border. The climate, they say, is identical. So is its quiet way of life and the ability of its people to produce Swiss cheese that has thus far captured eleven international awards. Fishing and hunting, of course, abound in the Valley and in the surrounding mountains. So do scenic wonders, all accessible by good roads. Highlights include: fishing on Salt River, fossil fish beds, modern cheese factories, the Intermittent Spring.



Elk herds like this are a common sight in beautiful Star Valley. Here they search for winter feed.

Dairy herds are a way of life in Star Valley, the Switzerland of America. Herds provide substance for prize-winning cheese.

Red Desert Basin

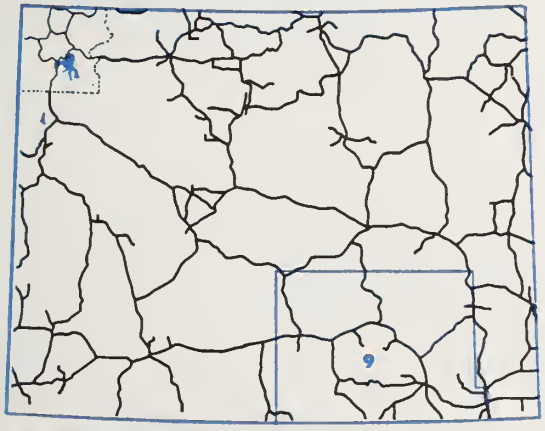
Unknown to most of the world, fabulous Wyoming contains within its borders the largest sand dunes in North America. The dunes lie within the Red Desert, a 10,000-square-mile area in the south central part of the State. The desert, while complete with alkali bottoms and dry lakes, is the coolest desert in America. Its acres are covered by huge herds of cattle and flocks of sheep. The area is bordered by the Medicine Bow Mountains on the East, the Colorado Rockies to the South, the Wilderness Areas to the North, Star Valley to the West. Major highways penetrate the desert, and you'll enjoy experiencing the sudden change from high-mountain majesty to desert beauty. Hunters, incidentally, bring down thousands of fleet-footed Pronghorn Antelope in this country every season.

The turbulent Green River slows down to a peaceful crawl in Southwest Wyoming. These cliffs are part of the Green River Palisades.

Part of a petrified forest of subtropical trees near central Wyoming. The solidified trees are reckoned to be 50 million years old.

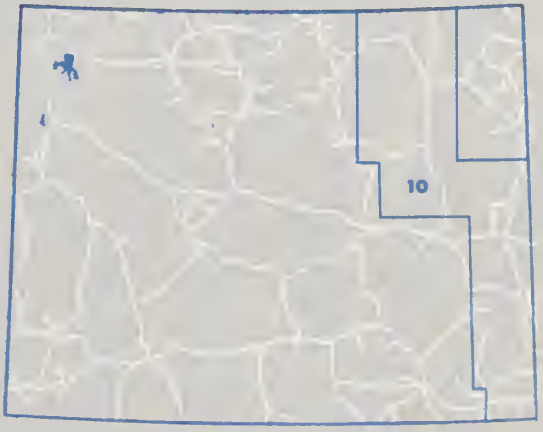
the Medicine Bow Country

Mountains, mountains everywhere . . . and every one of them different and exciting. That's southeastern Wyoming's exhilarating Medicine Bow country, centering around massive Medicine Bow Peak and made up of a dozen mingling ranges. Most famous, of course, are the Laramie Mountains and Snowy Range. This area offers some of Wyoming's best mountain highways, top fishing and hunting, many dude ranches. Wyoming's capital city, Cheyenne, lies on the eastern fringe of the Medicine Bow Country. Vacationers should see: Pole Mountain rock formations, University of Wyoming, Medicine Bow Peak and Lake Marie, Como Bluff Dinosaur graveyard, Cheyenne Frontier Days.



the Great Plains

Thanks to its great plains, a vast area of gently rolling hills covered with sage and sweet Buffalo Grass, Wyoming gained statehood in 1890. The reason, of course, is that this amazing land grew cattle so fast and so fat it gave solid economic substance to the entire West. Wyoming always has been the home of the cattle baron and vast ranching empires . . . and today this picture has changed little save the fact that ranchers cover their ranges in jeeps rather than on horseback, and let the law handle rustlers instead of hanging them from the nearest tree. Travelers marvel at the sweeping vistas and crackling blue skies. Hunters rejoice at the huge herds of antelope and deer. Even fishing is good on the open plains. Highlights include: Ft. Laramie National Monument, World's Largest open-pit iron mine, Guernsey dam and Lake, Register Cliff, Oregon Trail, Spanish Diggings, old Frontier forts and Indian battlegrounds.



he amazing "Tree in Solid Rock" tween Cheyenne and Laramie, nur- red by Union Pacific railroaders in e late 1800's as they stretched their ils westward.

Tranquil Mirror Lake at the base of rugged Medicine Bow Peak, high in the Snowy Range Country.

Ruts worn in solid rock by thousands of wagons moving west over the famed Oregon Trail.

Old Ft. Laramie, military and economic bastion of the early West. From this outpost the U.S. Cavalry and settlers set forth to conquer the frontier.

If your dish is a fast ski-slope with flying snow and biting wind . . . or if you thrill to a swooshing toboggan ride . . . if you go for invigorating cross-country snowshoeing or skiing . . . if you like cutter-racing or ice fishing . . . even if you simply prefer to enjoy winter sports in front of a stone fireplace, roaring its defiance to the cold outside . . . then start planning a Wyoming winter vacation now. You'll find all you want and more at such places as Snow

fun in Winter!...

King Mountain above Jackson (pictured opposite), on Casper Mountain, in Star Valley, in the Big Horns and the Snowy Range Country. This is the land mother nature endowed with some of the world's finest natural ski runs. And Mother Nature's children have enhanced the scenery with ski tows, lodges and a permeating love for the outdoors. Yes . . . if you like your fun on a perfect ski slope . . . you'll love Wyoming's winter wonderland.

fun in Summer!...

Summer is when Wonderful Wyoming really "busts" loose. It's a mad, merry hoedown from early May until late August, when the more serene beauty of fall sets the pace. The summer months offer everything from nightly rodeos

to impromptu square dances on city streets. It's the time of year when fishermen prowl the high mountains, dudes learn about horseback riding on pine-shaded trails . . . when casual travelers are engulfed by the riotous sweep of festivals and Indian celebrations, when nature-lovers explore the plains and the high country for rare species of wildlife and vegetation . . . it's the time of year when the simply curious find themselves completely fascinated by the scope of this big country, utterly charmed by the gracious hospitality of its natives. Summer in Wyoming is that wonderful time of year when absolutely everyone lives a little, storing away the memories for the rest of their lives.

100 Shoshone squaws help re-enact the historic "Gift of the Water" ceremony at an annual Indian pageant in Thermopolis. The pageant, one of many held in Wyoming each summer, occurs the first Sunday of August every year.

Summer in Wyoming is dude ranch time. A Wyoming dude ranch vacation offers horseback riding, camping, fishing, hunting, sightseeing, just plain loafing and a host more.

Historic Independence Rock in Central Wyoming. Only a short distance West of Casper, this famous Granite "hump" served as a landmark for Oregon Trail pioneers.

Wyoming offers thousands of lakes, 20,000 miles of mountain streams . . . all plentifully stocked with fighting trout of nearly every species. Thousands of anglers from all over the world happily catch their limits in the Cowboy State every summer.

and fun in fall...

Fall is one of Wyoming's little-known seasons . . . yet it is the most beautiful. It's the time of year before snow falls and when summer revelry has faded. It's when color goes on a riot and the very skies reflect the gold and red glory of the land.

Fall in Wyoming begins roughly at mid-September when the verdant green shows its first sign of transformation. By early October the greens have turned to glittering gold

...with a cool cool Climate!

and flaming red, to orange and deep violets. The sun stays high and warm and each passing cloud, each minute brings a subtle change to the tone and value of the parade of color. The scene stays constant until mid-November, when the first snow suddenly transforms the land to sparkling white. If your vacation desire is to see a whole magnificent land bathed in color and a kind of tranquility you never thought existed outside your dreams, plan on a Wyoming fall vacation, anytime from mid-September through early November. As a bonus, of course, you'll find Wyoming's best fishing is in fall and the various big game hunting seasons are in full swing.

in Wyoming a Rodeo a Day!

Quite naturally, Wyoming, a State bathed in the lore of the cowboy and giant ranching operations, is equally famed for its rodeos . . . a uniquely American sport that had its beginning on the open ranges of Wyoming. At first cowboys simply competed

for fun and glory, as a way to blow off steam from the deadly serious and physically hard business of ranching. But today rodeo is a major sport with professional contestants. It played to an audience in excess of 13,000,000 last year. Rodeo essentially is a relentless race by man against time and against animal brawn. Events such as those pictured on this page (from left to right: bulldogging, Brahma bull riding, wild horse racing, chuck-wagon racing) require expert skill, complete courage, and are guaranteed to make you stand up and cheer. There are other chilling events, too, and rodeos are always surrounded by days of celebration including Indians, pageants, parades, night shows, square dancing. Wyoming offers 50 of the nation's top rodeos each summer, with the world's most famous, Cheyenne Frontier days, held annually the last full week in July, heading the list.

Once "Old Paint" gets saddled and you've learned the fine points of riding . . . you'll find yourself on an unforgetable jaunt through beautiful, majestic Wyoming mountains.

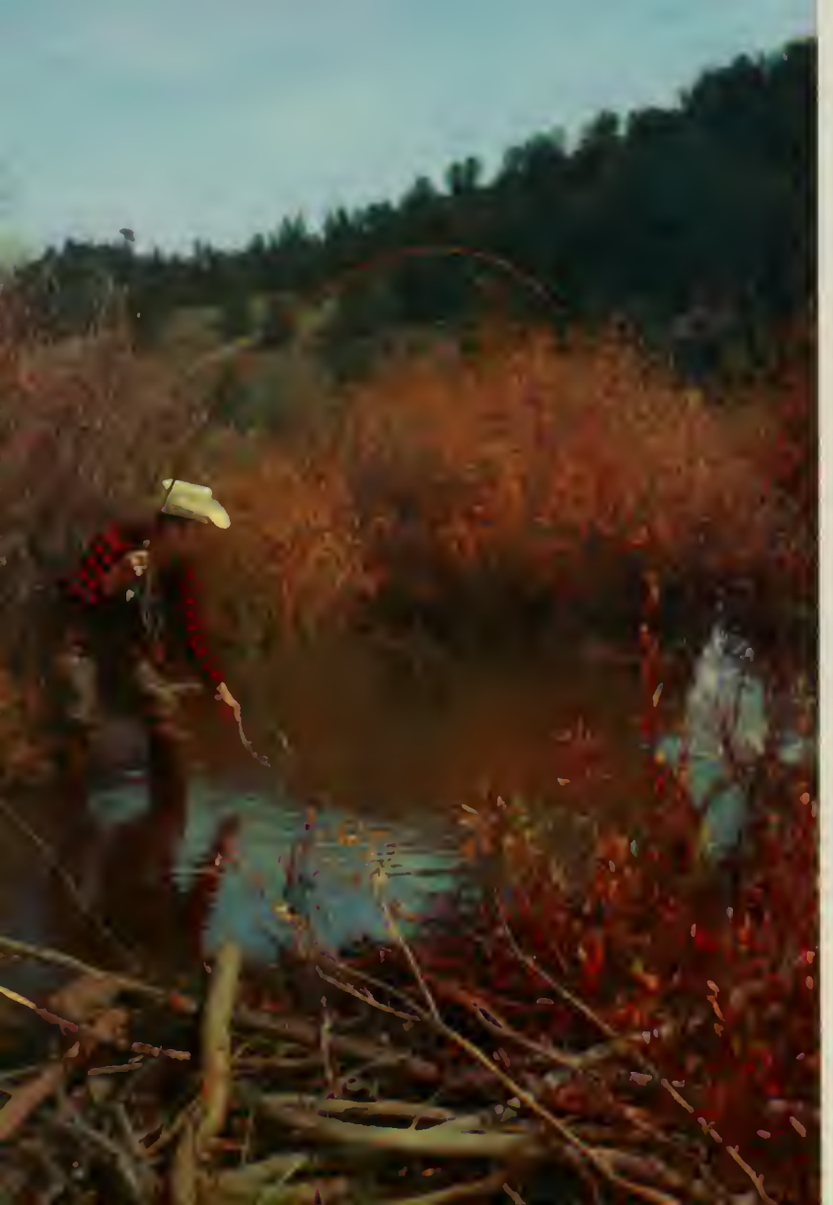
Pack trips into Wyoming's high mountain country are a thrilling portion of Wyoming Dude Ranch life guests never forget. Most trips are overnight and feature fishing.

On a Wyoming Dude Ranch you take your choice . . . learn how to ride and saddle a horse, or simply sit on the old corral fence and watch the experts at work.

When you pack out you also camp out . . . and that means cooking out. Wranglers (guides) and dudes join in frying up the day's catch of Rainbow trout for a delicious dinner.

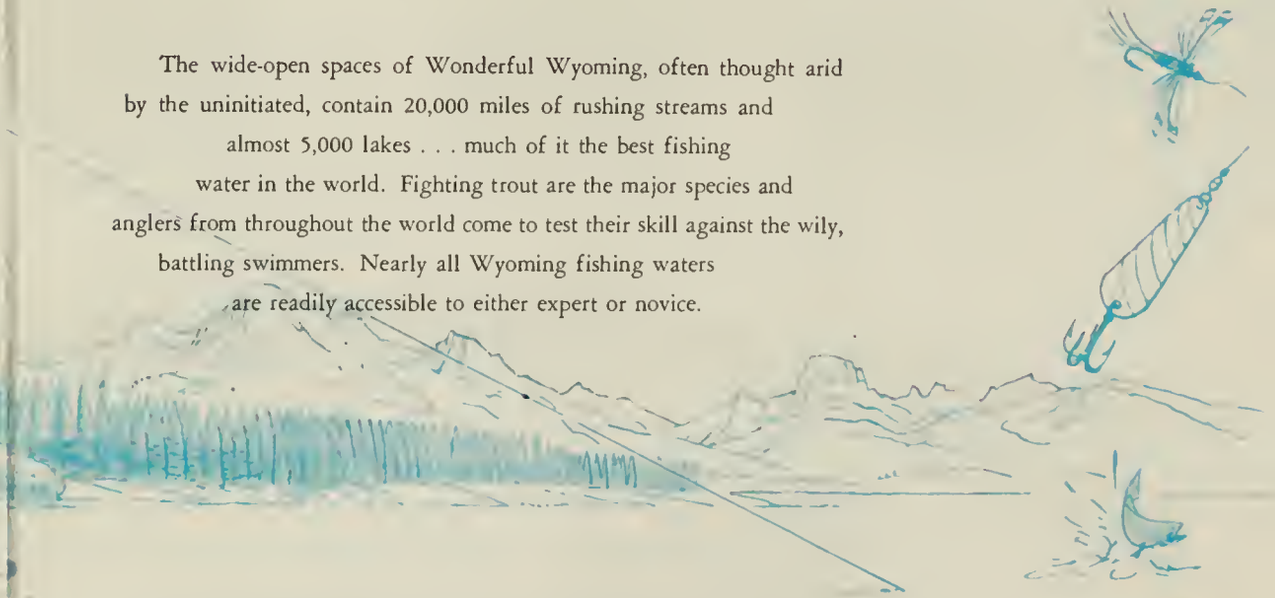
dude ranching is family fun in Wonderful Wyoming!

Something for every member of the family is an old Wyoming vacation theme . . . and that theme reaches a zenith on a Wyoming Dude Ranch. It is one of the few vacations in the world that *really* holds complete interest and FUN for every member of the family as a unit or as individuals. There is fishing and hunting, horseback riding and camp trips. You can take a moonlight ride or brand a calf, swim, take a hike. Dress is informal so you don't need an expensive wardrobe. You know and can select your accommodations and rates in advance and acquire anything from a rustic cabin to a plush cottage. You can join the crowd or go it alone, do what you want when you want . . . everything from a romantic steak fry to square dancing. Yes . . . in Wyoming, Dude Ranching *is* family fun . . . the kind of fun you've never experienced before. Try it yourself soon and see.



a wonderland of fishing thrills...

The wide-open spaces of Wonderful Wyoming, often thought arid by the uninitiated, contain 20,000 miles of rushing streams and almost 5,000 lakes . . . much of it the best fishing water in the world. Fighting trout are the major species and anglers from throughout the world come to test their skill against the wily, battling swimmers. Nearly all Wyoming fishing waters are readily accessible to either expert or novice.



Expert guides are available at reasonable rates to help sportsmen . . . and their families . . . reach high mountain lakes and streams where angling rewards are beyond expectation. The season runs from May through October, with variations by area. Trout species include Rainbow, Brook, German Brown, California Golden, Native, Cutthroat, Mackinaw. It makes no difference whether you fish with bait or flies, troll a lake or walk the bank . . . you'll catch your limit in Wyoming. It's practically guaranteed!

Once the most numerous animal in the West, the regal Buffalo is now nearly extinct . . .

. . . but you can still hunt [illegible] in Wyoming . . . even, as [illegible] Indians did, by bow-and-a[illegible]w if you wish.

Amo[illegible] the most prized animals [illegible] the hunter's realm is the [illegible]sive Rocky Mountain Bigho[illegible] Sheep.

Whitetailed or mule deer, take your choice, roam Wyoming by the thousands . . .

. . . and just as many hunters each year experience the thrill of downing one of the skittersh animals.

The Pronghorn Antelope is one of the fastest animals alive. It runs like a rocket and takes good shooting to bring down.

Majestic elk roam Wyoming high and low . . . usually in vast herds that . . .

. . . afford eager hunters a better-than-average chance to pose for a picture like this.

and fabulous big game Hunting!

Just as Wyoming is a fisherman's paradise . . . so is it Valhalla for the hunter.

The man in the red jacket, packing a .270 with scope can take his choice of bear, deer, elk, antelope, moose, mountain sheep or a combination. If he has even a slight degree of skill he'll bring home a handsome trophy and plenty of fodder for the deep freeze. Pick your season . . . bear in spring or fall, all others in fall . . . make sure of your equipment . . . hire an experienced guide . . . then cut loose for high country. The guide, incidentally, is a must by law for non-resident hunters, due to the bigness of the land and the ease with which you can loose yourself alone.

Hunting licenses are also required and they go fast so arrangements should be made well in advance. Come for big game . . . there are 140,000 big game animals in Wyoming . . . or birds . . . and once again success is practically guaranteed.

YELLOWSTONE
NAT'L
PARK
GRAND
TETON
NAT'L
PARK
Lovell
Powell
Cody
Greybull
Basin
Sheridan
Buffolo
Gillette
Sundonce
Newcostle
Worlond
Thermopolis
Dubois
Jackson
Midwest
Riverton
Pinedale
Londer
Afton
Casper
Douglos
Lusk
Wheatland
Torrington
Kemmerer
Rock
Springs
Green River
Rowlins
Saratoga
Laramie
Evonston
Cheyenne

Yes everything's Wonderful in . . .
Wonderful Wyoming

They call it the land of the big sky . . . and it is . . . a huge, rolling country of magnificent proportions, breathtaking beauty. But it is more, too. Wyoming and its multitude of wonderment is a way of life. It is a beginning and an end unto itself . . . and its people reflect the pride and courage, the boldness, even the awkwardness of their surroundings. This combination . . . of a land without peer and a people so proud of it they almost sing when speaking of it . . . is perhaps the most valuable asset of all to the outlander and his vacation plans. Granted, Wyoming roads and accommodations, Wyoming food and entertainment are all excellent, so is Wyoming's scenery and its hunting and fishing. But most of these things can be found elsewhere. You can match Wyoming's summer climate in many places. You can find the beauty of its fall color in another locale, too. What then is the magic ingredient? The answer is Wyoming's combination . . . the mating of a gracious land and a thankful populace . . . grateful enough for what they have to want to share all the beauty and majesty that surrounds their daily lives with you . . . with anyone and everyone. *That's* the magic ingredient. We call it hospitality. Come experience it for yourself in the land where the word was invented.

For additional or specific information, write:

WYOMING TRAVEL COMMISSION
ROOM 50
CAPITOL BUILDING
CHEYENNE, WYOMING